



GEORGIA DEPARTMENT OF AGRICULTURE

JOB ANNOUNCEMENT

Gary W. Black, Commissioner

- Leave Benefits
- Insurance
- Paid Holidays
- Retirement

JOB TITLE:	COMMUNICATION/OUTREACH SPEC
POSITION NUMBER:	00052720
LOCATION:	MARKET BULLETIN - ATLANTA, GA
POSTING DATE:	JANUARY 23, 2014
APPLICATION DEADLINE:	OPEN UNTIL FILLED
WHO MAY APPLY:	ALL QUALIFIED APPLICANTS
PAY GRADE:	16
ENTRY SALARY:	Salary commensurate with education and experience.

DESCRIPTION OF DUTIES: This position is responsible for oversight and publication of the Farmers and Consumers Market Bulletin newspaper, a non-profit, bi-weekly periodical with a circulation of approximately 40,000. This publication provides classified advertising to farmers and consumers throughout Georgia as well as articles and other content of interest to consumers and those in the agricultural industry. The ideal candidate for this position must: possess solid writing, editing, interviewing and research skills; be able to handle multiple tasks while meeting deadlines; and be a self-starter with the ability to lead and motivate others.

JOB DUTIES & RESPONSIBILITIES:

Oversees preparation/transmittal of publication copy:

1. Prepares editorial copy and transmits to printer by designated deadlines.
2. Ensures advertising copy prepared by staff and is transmitted to printer.
3. Proofreads editorial copy and provides corrections to printer prior to press deadline.
4. Proofreads ad copy and gives to ad staff to enter corrections before transmitting to printer.

Oversees social media efforts

1. Manages Market Bulletin social media postings on pages including Instagram, Pinterest, Facebook and Twitter.
2. Creates original content for the Bulletin Blog.
3. Coordinates posts among multiple platforms.

Oversees circulation functions, including postal regulations:

1. Responsible for maintaining publication non-profit status through periodic reporting of data.
2. Works with circulation manager in resolving postal delivery problems; consults with USPS representative regarding postal issues and problems.
3. Responsible for monitoring changes in postal requirements for publication, such as mandated changes in mail preparation procedures, increases in postal charges, etc.
4. Makes changes in office procedure, mail preparation, etc. to ensure compliance with postal regulations.

Prepares and oversees printing contracts:

1. Prepares and reviews printing contract for Farmers and Consumers Market Bulletin and submits through bid process as specified by Georgia Department of Administrative Services.
2. Upon award of printing contract, makes necessary changes with printing company and within Bulletin office to ensure uninterrupted service in printing, mail preparation and delivery of publication to subscribers.

Budget Management:

1. Ensures adequate funds are available for printing and postage costs for each issue.
2. Notifies accounting office via memo to deposit postal funds when needed.
3. Keeps accounting/budget office informed of Market Bulletin printing and postage expenses.
4. Maintains records of Market Bulletin postage and printing expenditures.
5. Oversees collections of Market Bulletin subscription fees, ensuring funds and supporting documentation provided to accounting office as per established procedure.

Receives and responds to complaints:

1. Receives and responds to complaints from consumers about advertisers in the Market Bulletin publication.
2. Notifies advertisers of complaint and attempts to resolve complaint with advertiser.
3. Follows up with consumer to ensure the complaint is resolved within designated time frame.
4. Takes action against advertisers unwilling to resolve complaints (suspension of advertising privileges, etc.).

Personnel Management:

1. Works with personnel office to advertise positions, including preparation of transaction forms and other required documents.
2. Interviews potential job candidates, makes recommendations for hiring and prepares all documentation required.
3. Works with personnel on disciplinary actions when needed and prepares required documentation.

MINIMUM QUALIFICATIONS: Bachelor's degree in communications or a related field and Three years of area specific experience

OR

Six years of area specific experience

OR

One year at the lower level or position equivalent.

PREFERRED QUALIFICATIONS: *Preference will be given to applicants, who, in addition to meeting the Minimum Qualifications, possess knowledge, skills and abilities in the following areas:*

- Background or knowledge of Georgia's diverse agriculture industry;
- One or more years of experience managing a publications office and staff;
- One or more years' experience in a customer service environment;
- Familiarity with social media;
- Photography skills a plus;
- Experience with Microsoft Windows, Word and Excel.

HOW TO APPLY: (We accept applications and/or resumes by either transmission listed below.)

- Mail a completed State of Georgia application and/or resume to Georgia Department of Agriculture, Personnel Office, Room 300, Agriculture Building, 19 Martin Luther King, Jr. Drive, S.W., Atlanta, Georgia 30334;
- Fax a completed State of Georgia application and/or resume to (404) 463-8196;
- E-mail a completed State of Georgia application and/or resume to GDAPersonnel@agr.georgia.gov.

PLEASE REFERENCE THE JOB TITLE AND POSITION NUMBER WHEN APPLYING. ALL QUALIFIED APPLICANTS WILL BE CONSIDERED, BUT MAY NOT NECESSARILY RECEIVE AN INTERVIEW. NO NOTIFICATION WILL BE SENT TO APPLICANTS EXCEPT THOSE WHO ARE SELECTED FOR INTERVIEWS.

AN EQUAL OPPORTUNITY EMPLOYER

IF YOU NEED AN ACCOMMODATION FOR AN INTERVIEW, PLEASE CONTACT THE PERSONNEL OFFICE AT (404) 656-3615.